Salads FOR HEALTH

SUNSHINE

from

Mediterranean Olive Groves

Look to your health; and if you have it, praise God, and value it next to a good conscience.

IZAAC WALTON

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Health

Health Value of Pompeian Pure Virgin Olive Oil

Virgin Olive Oil has been liberally used since Biblical times for health. The importance of the use of this food is realized from the fact that the body is composed of about fifteen percent of fat, the chemical constituency of which is practically the same as *Virgin* Olive Oil.

Olive Oil is the only oil that is available to any extent in its natural form as *virgin* oil. The majority of the other oils must be chemically treated or so-called "refined" to make them edible.

There has been confusion in the minds of a large number of consumers as to the difference between virgin Olive Oil and its substitutes. It is true that every type of oil and fat has its place in the household. Some oils require no flavor and are used just as fats for deep frying, for cooking, or for baking.

POMPEIAN Virgin imported Olive Oil cannot be placed in the same category with these substitutes, because it is not just a cooking and frying fat, but is a delicious *fruit* oil for fine salad dressings and salads and foods.

For years, pure virgin Olive Oil has been used in the home and has been recommended by physicians in preference to so-called "refined" cooking and frying oils, because it is originally and innately pure and nutritious and, therefore, does not have to undergo this so-called "refining" treatment to make it edible—POMPEIAN Virgin Olive Oil contains all of the natural vitamins, chlorophylls, sterols and the other health essentials which were originally taken from the natural olive fruit.

But if the Olive Oil is to have these qualities not attributed to ordinary vegetable oils or to "refined" Olive Oil, it must be pure, *virgin*, imported Olive Oil. Every can of Pompeian Olive Oil is so guaranteed by the world's largest importers and packers of pure virgin Olive Oil.

Hand-selecting Pompeian Olives

Health

SALAD—*The Health Builder*

The every-day use of salads helps maintain a healthy body, clear complexion, properly-conditioned teeth and gums and freedom from digestive disturbances.

In appetizing salads made of fruits and vegetables there are found three vitamins that foster a healthy body—the fat soluble Vitamin A and the water soluble Vitamins B and C. These vitamins promote healthy growth, are essential to maintenance and build up a body resistance to disease.

In the process of digestion, toxic acids are formed. These poisonous acids may endanger the well-being of the entire digestive system, the blood stream and the body in general, unless they are neutralized by such minerals as iron, potassium, calcium and sulphur, which are to be found in abundance in raw fruits and vegetables.

The daily use of salads eliminates these acids and strengthens the digestive system.

Salads give the proper balance to a meal and provide the proper sunshine elements, raw food bulk and fresh vitamin properties.

Dr. E. V. McCollum and Nina Simmonds, nationally known authorities on nutrition, say," Twice each day a salad should be eaten." This is an excellent rule to follow if you would preserve your health and vitality.

Health

Pompeian Health Salads

Recipes for the Pompeian Olive Oil dressings used in the following recipes will be found on pages 12 and 13.

Basket Salad

Tomato
Lettuce
Pimiento strips
Green peppers
Asparagus tips
POMPEIAN Olive Oil Mayonnaise

Peel and place a half tomato on a bed of lettuce with the cut side up. Place several asparagus tips across the tomato and garnish with strips of green pepper and pimiento placed across the asparagus tips so as to form the handle of a basket. Serve with POMPEIAN Olive Oil Mayonnaise.

Sunflower Salad

Lettuce
Paprika
Oranges
POMPEIAN Fruit Salad Dressing

Arrange sections of a medium-sized orange on a bed of lettuce in the shape of the petals of a sunflower. Place Pompeian Fruit Salad Dressing in the center where the orange sections converge and garnish with a dash of paprika.

Pineapple Wheel Salad

Lettuce
Pineapple
Cream Cheese
Paprika
Chopped Parsley
Cream
POMPEIAN Olive Oil French Dressing

Roll the edge of the slice of pineapple lightly in Paprika and place on a bed of fresh lettuce leaves. Using a pastry gun, pipe a rosette of Whipped Cream in the center of the pineapple ring. Moisten the cream cheese with a small amount of cream and divide it into two portions. Add enough paprika to one portion to color it red, and then add chopped parsley to the other portion. Pipe these alternately to form the spokes of a wheel on the pineapple ring, making all spokes radiate to the center rosette of cheese. Serve with POMPEIAN Olive Oil French salad dressing.

Carrying Olives to the Mills

Stuffed Pepper Rings

Illustration Page Seven

Lettuce — Cream Cheese — Chopped Parsley
Green Peppers — Sweet Cream — Salt
POMPEIAN Olive Oil Thousand Island Dressing

Choose smooth, well formed green peppers for this salad. Moisten Cream Cheese with cream and flavor with salt. Remove seed pits from the green peppers; add a small amount of chopped parsley to the cheese and pack the peppers tightly with the cheese mixture. Place in the refrigerator for two or three hours to become cold and firm. Then cut pepper in narrow slices crosswise and arrange three slices on a bed of crisp lettuce for each individual serving. A tiny sprig of parsley may be placed in the center of each pepper ring as a garnish. Serve with POMPEIAN Olive Oil Thousand Island Dressing.

Apple Luncheon Salad

Lettuce — Pineapple
Celery — Apples
Watercress — Marshmallows
POMPEIAN Olive Oil Mayonnaise

Place lettuce on the plate in cup-shaped form. Then place a small brilliant red apple, scooped out, in the center of the cup-shaped lettuce.

Fill the apple with diced pineapple, celery and marshmallows which have been thoroughly mixed with POMPEIAN Olive Oil Mayonnaise.

Garnish with two sprigs of watercress placed at the side of the apple.

Crushing Mill in the Olive Groves

Tomato Watercress Salad

Lettuce — Tomato
Chicory — Watercress
POMPEIAN Olive Oil French Dressing

Place a half-inch slice of tomato on a bed of crisp broken chicory. Sprinkle chopped watercress over the sliced tomato and serve with POMPEIAN Olive Oil French Dressing.

Health

Strawberry Delight

Fresh Strawberries
Lettuce Cream Cheese
Pineapple ring Chopped Parsley
POMPEIAN Olive Oil Mayonnaise

Arrange a half-inch slice of pineapple in the center of a bed of lettuce hearts. Cut fresh strawberries in half lengthwise and arrange on the pineapple ring with the pointed end of the strawberry facing the outer edge of the pineapple. Garnish with a ball of cream cheese rolled in chopped parsley and serve with POMPEIAN Olive Oil Mayonnaise placed in the center of the pineapple ring.

Stuffed Pepper Rings
(Recipe page 6)

Health

Combination Salad

Celery Radishes Cucumbers
Tomatoes Green peppers
POMPEIAN Olive Oil French Dressing

Dice radishes, celery, tomatoes, cucumbers, and green peppers and mix thoroughly. Serve on a bed of crisp lettuce leaves with POMPEIAN Olive Oil French Dressing.

Chiffonade Salad

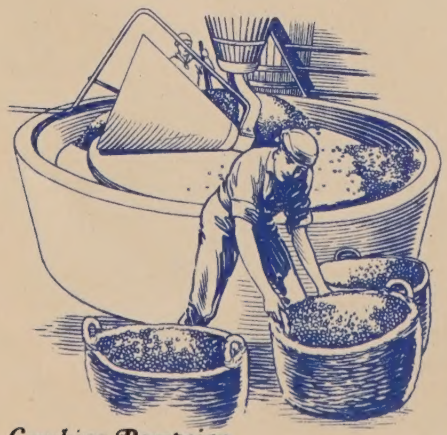
Chicory Lettuce Romaine
Tomatoes Watercress Cucumber
POMPEIAN Olive Oil French Dressing

Break lettuce, chicory and romaine into small pieces and place on a salad plate. Add quartered tomato and sliced cucumber, placing them alternately on the salad plate. Serve with POMPEIAN Olive Oil French Dressing to which a small amount of chopped parsley has been added.

Pineapple Mint Salad

Pineapple
Lettuce English Walnuts
Mint Jelly Marshmallows
POMPEIAN Olive Oil Mayonnaise

Place a circle of pineapple on a bed of crispy lettuce. Arrange five English Walnut halves on each pineapple circle and place halves of marshmallows around the outer edge of the pineapple. Place a dot of mint jelly on each marshmallow half and fill the center of the pineapple ring with mint jelly also. Serve with POMPEIAN Olive Oil Mayonnaise.



Crushing Pompeian olives in stone mill

Poinsetta Salad

Lettuce
Firm Ripe Tomato
Cream Cheese
POMPEIAN Olive Oil Mayonnaise

Peel firm ripe tomatoes carefully and cut in four sections—not quite to the stem end. Using a pastry gun, seal the sections of the tomato with soft cream cheese, and garnish with a rosette of cheese in the center where all of the quarters converge. Place tomato on a bed of crisp lettuce hearts and serve with POMPEIAN Olive Oil Mayonnaise.

Apple Delight

Jonathan apples
2 cups sugar
1 cup water
1 teaspoon cinnamon extract
Pure food red color
Lettuce
POMPEIAN Olive Oil Mayonnaise Mousseline

Make a syrup of the sugar and water and add cinnamon extract and red color. Bring this syrup to a boil and drop in the Jonathan apples which have been peeled and cored. Cook until the apples are tender, taking care to keep them whole. Remove from syrup—allow to cool and serve on a cup-shaped bed of fresh lettuce. POMPEIAN Olive Oil Mayonnaise, to which an equal amount of whipped cream has been added, is delicious with this salad

Frozen Fruit Salad

Strawberries
Pineapple
Banana
Whipping Cream
POMPEIAN Olive Oil Mayonnaise

Mix one pint of the above fresh fruits with one cup of POMPEIAN Olive Oil Mayonnaise and two cups of whipped cream. Place in moulds and freeze. Serve on crisp lettuce with POMPEIAN Olive Oil Mayonnaise.

Ginger Ale Salad

1 ½ cups Ginger Ale
1 ½ tablespoons gelatin
¾ cup boiling water
¼ cup cold water
1 tablespoon sugar
¼ teaspoon salt
½ teaspoon lemon extract
¼ cup English walnut meats
¼ cup diced grapefruit
¼ cup diced pineapple
½ cup cut marshmallows
POMPEIAN Olive Oil Mayonnaise Mousseline
1 tablespoon lemon juice

Soak gelatin in cold water for 5 minutes. Add boiling water, sugar, salt, lemon extract and ginger ale, and cool. Add the broken English walnut meats, diced grapefruit, diced pineapple and cut marshmallows. Place the gelatin mixture in individual moulds and allow it to harden. Serve with POMPEIAN Olive Oil Mayonnaise mixed with an equal quantity of whipped cream.

POMPEIAN - -

The Oil from the Olive Fruit

POMPEIAN Olive Oil is not a "vegetable" oil. It is a *fruit* oil from the first light pressing of the luscious, ripened olive fruit.

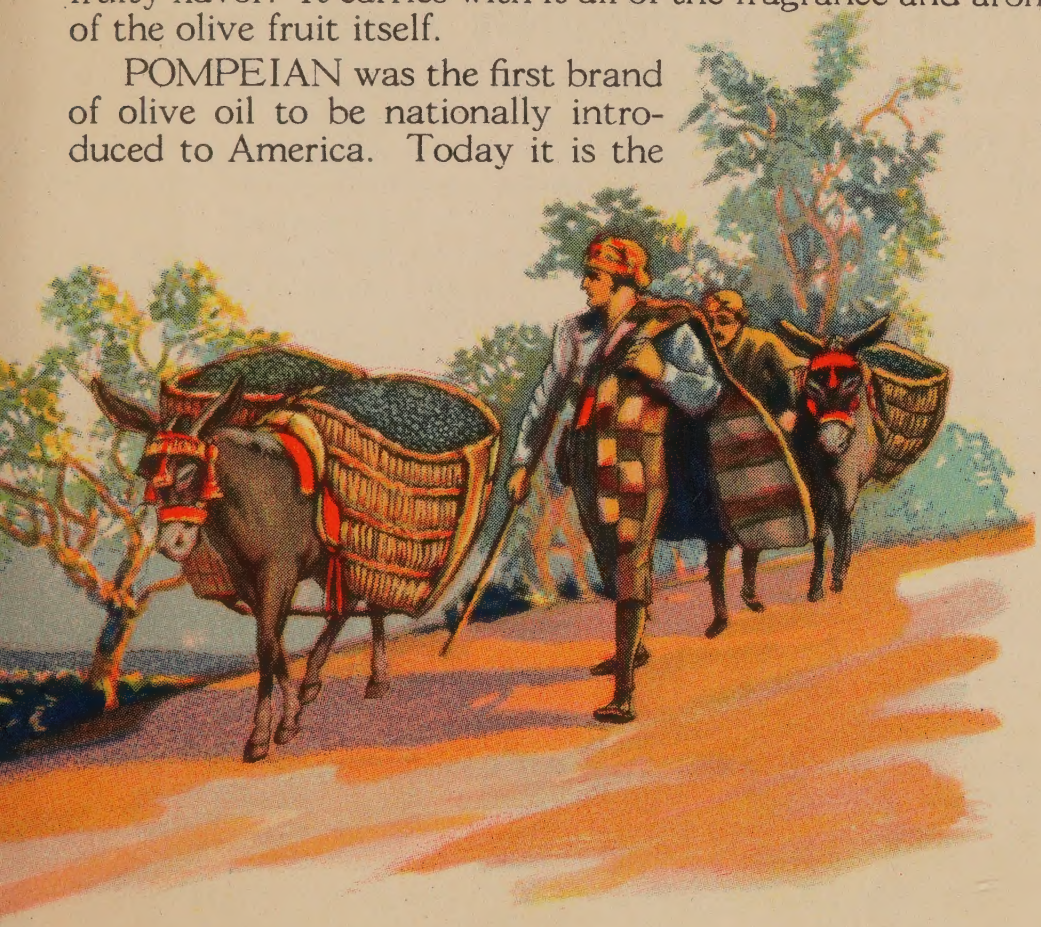
That is why the fine fruitiness of POMPEIAN Olive Oil is preferred over ordinary "refined" vegetable oils.

Pour a little POMPEIAN Olive Oil, just as it is, over your green salad and you will be delighted with the delicate bouquet and fine flavor of the luscious fruit of the olive tree.

In fact, the flavor of POMPEIAN Olive Oil is so delicious that in many homes it is poured just as it is over the dinner grapefruit or fruit cup to mellow the high acidity— or it is mixed into the soft boiled eggs at breakfast in place of butter for its rich and wholesome fruity flavor.

POMPEIAN Olive Oil comes to you just as it flows from the olive with its rich, natural bouquet and its fine, fruity flavor. It carries with it all of the fragrance and aroma of the olive fruit itself.

POMPEIAN was the first brand of olive oil to be nationally introduced to America. Today it is the



best-known and largest selling virgin olive oil in America, having gained its immediate popularity from the home-maker because of its nutritive qualities and its flavor over salads and fruits.

Physicians also were quick to recognize the fine quality and absolute purity of POMPEIAN Olive Oil. In fact, it has been accepted as a standard by the medical profession and is prescribed for the baby, for the convalescent and for everyday household use.

In order to be sure that you are getting a wholesome and pure imported virgin olive oil, ask for olive oil by brand name —POMPEIAN.

Pompeian Health Dressings

POMPEIAN Olive Oil Mayonnaise

1 cup POMPEIAN Olive Oil
1 egg
1 teaspoon dry mustard
1 teaspoon salt
2 tablespoons vinegar or lemon juice
Dash cayenne pepper

Place the egg in a deep narrow bowl and beat slightly. Add the dry ingredients (mixed thoroughly). Then add the oil, a few drops at a time, and beat thoroughly after each addition.

NOTE: It is highly important that the eggs and the oil be about the same temperature before the beating process is begun. After adding ⅓ cup of POMPEIAN Olive Oil the mixture will begin to thicken; after this stage is reached the oil may be added more quickly and in larger quantities. Add lemon juice or vinegar immediately after beating in all of the oil. Mix thoroughly and serve.

POMPEIAN Olive Oil Fruit Salad Dressing

1 cup POMPEIAN Olive Oil Mayonnaise
1 cup whipped cream
½ cup candied cherries (diced)
½ cup almonds (blanched and cut in small pieces)

Mix the POMPEIAN Olive Oil Mayonnaise and whipped cream together thoroughly. Add the cherries and almonds and serve with fruit salads of all types.

POMPEIAN Olive Oil French Dressing

6 tablespoons POMPEIAN Olive Oil
Pinch black pepper
½ teaspoon sugar
2 tablespoons vinegar
½ teaspoon salt
½ teaspoon dry mustard
Sprinkle of nutmeg

Mix all dry ingredients thoroughly with the POMPEIAN Olive Oil and add vinegar.

NOTE: This mixture should either be beaten with an egg beater or placed in a bottle and shaken thoroughly just before serving.

Roquefort Salad Dressing

½ cup POMPEIAN Olive Oil French Dressing
1 tablespoon Roquefort cheese
2 tablespoons of 40% cream

Mix the Roquefort cheese thoroughly with the cream; then add this mixture to the POMPEIAN Olive Oil French Dressing

Health

French Chiffonade Dressing

1 cup POMPEIAN Olive Oil French Dressing
1 tablespoon diced onions 1 tablespoon chopped parsley
1 tablespoon diced red and green peppers

Mix onion, parsley and peppers thoroughly with the POMPEIAN Olive Oil French Dressing. Serve with all types of vegetable salads.

POMPEIAN Olive Oil Tartar Sauce

2 cups POMPEIAN Olive Oil Mayonnaise
1 tablespoon chopped capers 1 tablespoon diced stuffed olives
1 tablespoon diced gherkins 1 tablespoon tarragon vinegar
1 tablespoon minced parsley

Add vinegar and chopped ingredients to the POMPEIAN Olive Oil Mayonnaise and mix thoroughly. Serve as an accompaniment for fish of all kinds.

POMPEIAN Olive Oil Thousand Island Dressing

2 cups POMPEIAN Olive Oil Mayonnaise
½ cup spicy chili sauce 1 tablespoon lemon juice
2 teaspoons Worcestershire sauce

Add chili sauce, lemon juice and Worcestershire sauce to the POMPEIAN Olive Oil Mayonnaise and mix thoroughly.

NOTE: This salad dressing is a delicious accompaniment for vegetables or vegetable gelatin salads of all kinds.

POMPEIAN Olive OIL Mayonnaise Mousseline

1 cup POMPEIAN Olive Oil Mayonnaise
1 cup whipped cream (sweet or sour)

POMPEIAN Olive Oil Mayonnaise may be varied delightfully by mixing together thoroughly with an equal quantity of whipped cream. For use with vegetable salads, sour cream may be used. For fruit salads, sweet cream is preferable.

Salad Dressing Supreme

1 cup whipped cream
½ cup POMPEIAN Olive Oil French Dressing

Add the French Dressing to the whipped cream and mix thoroughly.

Spanish Salad Dressing

1 cup POMPEIAN Olive Oil French Dressing.
2 tablespoons spicy chili sauce

Mix the chili sauce thoroughly with the POMPEIAN Olive Oil French Dressing; serve with vegetable salads.

Pressing Pompeian Virgin Olive Oil

Health

A New Way to Better Your Prepared Mayonnaise

There is nothing better than a freshly made Mayonnaise prepared with *Pompeian Olive Oil*. However, when there is not much time, many persons will buy prepared Mayonnaise in jars.

Then in order to develop a new distinctiveness and charm, they will add slowly one-quarter as much *Pompeian Olive Oil* beating it in lightly with a fork.

Try this the next time that you must buy your Mayonnaise ready made.

You will be simply delighted with the exquisite tang and flavor that has been developed in your Mayonnaise dressing by the fine, fruity flavor of the *Pompeian Olive Oil* that has been added.

VIRGIN OLIVE OIL IN INFANT FEEDING

Virgin Olive Oil is closer to the fat of human milk than any known naturally edible vegetable oil or fat.

The following table compares the constituents of virgin olive oil with the fat of human milk and the fat of cow's milk.

	VIRGIN OLIVE OIL	FAT OF HUMAN MILK	FAT OF COW'S MILK
Olein	75%	77%	32%
Palmitin	22%	18%	35%
Stearin	3%	5%	2%

Olein is without question the most important fatty constituent in human life. It is available in virgin olive oil in about the same proportion as in human milk, and because of this fact, may be utilized quickly in any part of the body without placing a strain upon those organs which aid in its assimilation. In fact, virgin olive oil is so similar to the fat of human breast milk that many physicians prescribe for mothers who are unable to give their children breast milk that they replace the fat or cream of regular cow's milk with virgin olive oil.

For the Nursing Mother:

Nursing mothers require liberal amounts of fat in order to provide a sufficient fat content in baby's food. No matter what fat the mother may consume, it must be broken down in the system and the major part converted into olein which is the main constituent of virgin olive oil.

Because of this very close similarity between virgin olive oil and the fat of human milk, it is reasonable that the nursing mother should include in her diet a goodly quantity of virgin olive oil. It makes it that much easier for her to carry this fat into the milk, inasmuch as there is no strain in changing it from some other type of fat. But it must be remembered that the health of the child and the mother requires the purest virgin olive oil, such as POMPEIAN.

Physicians throughout the country over a period of many years have satisfied themselves as to the unalterably high quality and purity of POMPEIAN Virgin Olive Oil.

European Olive Oil Storage Tanks

THE GROWING BOY AND GIRL

Perhaps at no time in the life of a person is so much energy used in proportion to the size of the individual as in the life of a child between five years and fifteen years of age. Playing in the home, romping during the summer vacation, exposure to the winter snows and the activity of studying in school—all tend to draw upon the energy of the child in very large proportions.

Unless the child is properly nourished and the proper fat provided to furnish this energy within these years, the health of the child may be impaired; because without the proper fat, there cannot be the proper energy—and without the proper energy, there cannot be wholesome exercise and activity.

Because of the fact that Olive Oil can be obtained in its virgin or natural condition without the necessity of chemically-refined processes, it is more easily emulsified in the system than any other fat; and for this reason virgin Olive Oil is the most easily digested.

You will further understand the high digestibility value of POMPEIAN virgin Olive Oil when you realize that its chemical constituency is practically the same as the fat in the body, which results in the ease of its assimilation on the part of the system.

POMPEIAN Virgin Olive Oil should therefore be used repeatedly and plentifully in the child's different foods and over the various salads and vegetables that are used. It is delicious when beaten into such foods as mashed potatoes in place of butter.

Carefully packing Pompeian Olive Oil

A very nourishing morning drink may be prepared by mixing two tablespoonfuls of POMPEIAN Olive Oil into orange juice or other fruit juice for breakfast. It adds vigor and activity in starting the day.

Additional health suggestions and recipes for the growing boy and girl appear on the following pages.

Health

Pompeian Health Suggestions

Fruit Drinks

Very delicious and nourishing health drinks may be made by the addition of POMPEIAN Olive Oil to fruit or vegetable juices.

About a tablespoon of POMPEIAN Olive Oil added to one glass of orange juice, tomato or sauer kraut juice is very fine for the system and affords wholesome nourishment for the body at the same time.

POMPEIAN OLIVE OIL is frequently used on soft boiled eggs in place of butter because of its fine flavor and food value.

Over grapefruit or fruit cups POMPEIAN Olive Oil is really a tasty addition, as it mellows the high acidity of the fruits.

POMPEIAN Malted Milk

1 pt. milk 4 teaspoons malted milk powder

6 teaspoons POMPEIAN Olive Oil

Mix the malted milk powder with the milk; then add the olive oil and shake thoroughly. POMPEIAN Malted Milk is a very wholesome food drink.

In a great many homes, it is preferred to pour POMPEIAN Virgin Olive Oil over the salads just as it is without making it into mayonnaise or French Dressing.

Health

Lemon Jelly

1½ cups water
1¾ cup sugar
1 tablespoon gelatin
2 tablespoons lemon juice
1 teaspoon lemon extract
2 tablespoons POMPEIAN Olive Oil

Dissolve the sugar in the water and bring to the boiling point. Mix gelatin with two tablespoons of cold water and add the boiling sugar and water. Then add the lemon juice thoroughly mixed with the olive oil. Place in moulds and chill.

NOTE: Gelatin moulds are easily handled if covered with a cloth which has been wrung out of hot water for just a minute or two before attempting to remove. After warming slightly slip a thin bladed knife between the gelatin and the mold form, gently loosen and allow the gelatin to slip on the serving dish.

POMPEIAN Olive Oil is an excellent addition to breakfast foods such as oatmeal or cooked cereals in place of butter.

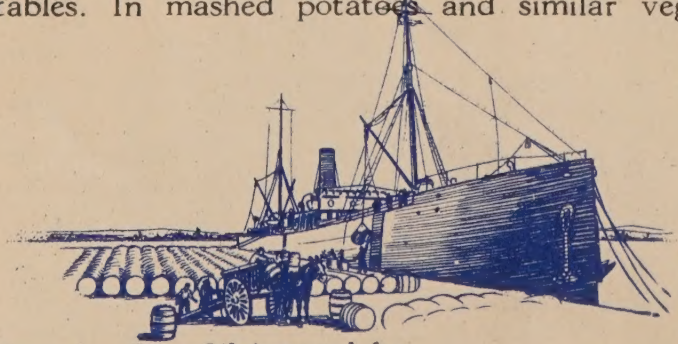
The flavor of the olive oil blends into the flavor of the breakfast foods and lends a fruitiness which is very wholesome and delicious.

Health Sandwiches

Add 2 tablespoonfuls POMPEIAN Olive Oil to ¾ cup of orange or lemon marmalade and spread over whole wheat bread. Finely chopped nutmeats may be spread over the marmalade.

Peanut butter or cottage cheese may be added to the olive oil and marmalade as a variation.

POMPEIAN OLIVE OIL and melted butter mixed in equal quantities is delicious when served as a sauce with many cooked vegetables. In mashed potatoes and similar vegetables POMPEIAN Olive Oil may be used to replace all of the butter.



Pompeian Olive Oil imported from sunny Mediterranean olive groves

Pompeian Olive Oil completes the flavor of fish when a generous supply of the oil is poured over the fish while broiling.

Guarantee

We Guarantee

Pompeian Olive Oil

To be absolutely

Pure, Virgin, Imported Olive Oil

and to be the first pressing from selected, sound, properly matured fruit.

We further guarantee that

Pompeian Olive Oil

is of the finest quality and of delicate, fruity flavor.

The Pompeian Corporation

THE POMPEIAN CORPORATION

President

IMPORTED
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